

Attitudes Towards Photo Radar Among City of Scottsdale Licensed Drivers

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Prepared for
American Traffic Systems
Scottsdale, Arizona

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INTRODUCTION / METHODOLOGY

Photo radar and red light cameras have been operating in the City of Scottsdale for about one year.

American Traffic Systems of Scottsdale, Arizona contracted with Behavior Research Center, Inc. to conduct a survey to measure awareness and opinions of photo radar among licensed drivers residing in the City of Scottsdale.

Respondent selection on this survey was accomplished utilizing random digit dial methods; the sample consisted of randomly generated telephone numbers selected from prefix banks proportionately representative of all working exchanges in the City of Scottsdale.

A total of 417 adults residing within the corporate boundaries of Scottsdale were interviewed between December 10 and December 13, 1997.

When analyzing the results of this survey it should be kept in mind that all surveys are subject to sampling error. An estimate of the sample error range for this survey is provided in the following table.

<u>Sample Size</u>	<u>Approximate Sampling Error at 95% Confidence Level (Plus/Minus Percentage of Sampling Tolerance)</u>
417	4.9%
200	7.1
100	10.0
50	14.1

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A copy of the questionnaire and the detailed computer tabulations are appended to this report.

## EXECUTIVE SUMMARY

- M Virtually all Scottsdale licensed drivers are aware that photo radar and red light cameras are in use in Scottsdale. However, awareness of the Focus On Safety Program is low.
- M Seven of ten drivers report having seen or heard publicity or reporting about photo radar and red light cameras. Radio traffic reports are the primary source of this awareness. Other publicity efforts are cited at very modest levels; levels that bring into question the efficacy of these efforts.
- M Publicity and reporting about photo radar and red light cameras have resulted in half of Scottsdale licensed drivers saying they are more supportive of the program. Only two of ten are less supportive.
- M Public perception of the program's benefits are as follows: reducing the number of people who run red lights is identified as the primary program benefit. Following closely behind are the reduction of speeding and general improvement in traffic safety. Reducing the number of collisions and a general slowing down of traffic are also seen as benefits by more than half of licensed drivers.
- M About half of Scottsdale drivers overall and about six of ten younger drivers report they are more careful to observe speed limits and traffic regulations in Scottsdale than they were before the program began and are also more conscientious when driving in Scottsdale than they are in other Valley cities that do not have the program.
- M In May, 1996, prior to initiation of the program, just over half of Scottsdale licensed drivers indicated support for the program. Support for the program now registers among two-thirds. Further, after survey respondents were made aware of City of Scottsdale statistics indicating the program impact, three-quarters indicate support for the program. This shift in public opinion, over a relatively short period of time, is impressive. It suggests that as the public becomes more aware of the program's benefits, support solidifies or expands.
- M Interestingly, respondents believe "other Scottsdale drivers" are less supportive of the program than the study indicates they in fact are. Two of ten believe the majority supports the program; three of ten feel the majority opposes it; more than a third feel drivers are evenly divided between support and opposition. Further, levels of recall of news stories about the program suggest the vocal opposition has been successful in getting their side of the story heard. Yet despite broad awareness of opposition arguments and belief that the media has emphasized opposition arguments, nearly seven of ten respondents support expansion of the program. Only three of ten are opposed. Thus, the support for the program in light of considerable negative publicity is striking.
- M Generally consistent throughout the results of this survey, women and older drivers are more supportive of the program than are men and younger drivers. Younger drivers more so than older drivers do report they are more careful driving in Scottsdale than in other Valley cities.

**SUMMARY OF FINDINGS**

AWARENESS & KNOWLEDGE

Focus on Safety

Awareness of the Focus on Safety program among Scottsdale licensed drivers is low. Only two of ten report knowing anything at all about the program. For more than three-quarters, this was the first time they had heard of the program.

*"There is a program in Scottsdale called Focus on Safety. Would you say you know a great deal, some, only a little or is this the first time you have heard of the Focus on Safety program?"*

|                     |    |
|---------------------|----|
| A great deal        | 3% |
| Some                | 7  |
| Only a little       | 12 |
| First time heard of | 77 |
| Unsure              | 1  |

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Photo Radar & Red Light Cameras

Awareness that photo radar and red light cameras are currently operating in Scottsdale is virtually universal.

"As far as you know, are photo radar and red light cameras operating in Scottsdale?"

Yes	97%
No	1
Unsure	2

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Publicity or Reporting About Photo Radar & Red Light Cameras

Respondents were asked a series of questions related to their recall of publicity or reporting related to photo radar and red light cameras.

Seven of ten recall publicity or reporting; three of ten do not.

Men are somewhat more likely to recall publicity or reporting than are women. No differences are evident related to age of respondent.

*"In the past few months, have you seen any publicity or reporting about photo radar and red light cameras?"*

|               | <u>YES</u> | <u>NO</u> | <u>UNSURE</u> |
|---------------|------------|-----------|---------------|
| <u>TOTAL</u>  | 69%        | 29%       | 2%            |
| <u>GENDER</u> |            |           |               |
| Male          | 73         | 26        | 1             |
| Female        | 66         | 31        | 3             |
| <u>AGE</u>    |            |           |               |
| 18 to 24      | 69         | 28        | 3             |
| 18 to 34      | 68         | 28        | 4             |
| 35 to 54      | 70         | 29        | 1             |
| 55 and over   | 70         | 28        | 2             |

Note: Table reads across

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Those recalling reporting or publicity were asked to recount what they remembered most about advertising and news stories they had seen.

As is quite evident in the following table, stories addressing opposition to the program have generated recall equal to that generated by stories reporting program support.

"What do you remember most about advertising and news stories you have seen about photo radar and red light cameras?"

	<u>AS % OF THOSE AWARE</u>	<u>AS % OF TOTAL DRIVER POPULATION</u>
Positive	34%	20%
Neutral/Descriptive	45	26
Negative	34	20

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More detailed responses are summarized below.

Among those who recall negative stories, about one-quarter recall hearing about a lack of support for photo radar and red light cameras. Two of ten say "people are against it."

Four percent recall hearing that the program is a violation of rights.

One of ten simply recall hearing about the locations where photo radar or red light cameras will be installed.

One of ten recall hearing about the controversy surrounding the program.

That violators have challenged the tickets they received is recalled by fourteen percent.

Two of ten cite safety improvements in that they recall hearing that the program is working; accidents and violations have been reduced and violators are being caught.

More than one of ten recall hearing about support for the program.

|                                                                              |                   |
|------------------------------------------------------------------------------|-------------------|
| <b><u>NEGATIVE</u></b>                                                       | <b><u>34%</u></b> |
| <b><u>LACK OF SUPPORT FOR IT (NET)</u></b>                                   | <b><u>27%</u></b> |
| People are against it                                                        | 20                |
| They might get rid of it                                                     | 3                 |
| Petition drive against it                                                    | 2                 |
| Have read or seen news against it                                            | 2                 |
| <b><u>VIOLATES OUR RIGHTS/UNFAIR/UNCONSTITUTIONAL (NET)</u></b>              | <b><u>4%</u></b>  |
| <b><u>NEUTRAL/DESCRIPTIVE</u></b>                                            | <b><u>45%</u></b> |
| <b><u>LEGALITY</u></b>                                                       | <b><u>14%</u></b> |
| Court cases-people fighting tickets                                          | 13                |
| Legal issues-whether it's legal or not                                       | 2                 |
| <b><u>LOCATION (NET)</u></b>                                                 | <b><u>9%</u></b>  |
| Where they will be located                                                   | 9                 |
| <b><u>CONTROVERSY (NET)</u></b>                                              | <b><u>8%</u></b>  |
| It's controversial                                                           | 8                 |
| <b><u>SIGNS (NET)</u></b>                                                    | <b><u>4%</u></b>  |
| Have seen alert signs                                                        | 4                 |
| <b><u>HOW IT WORKS (NET)</u></b>                                             | <b><u>3%</u></b>  |
| How it works                                                                 | 2                 |
| Takes photo of car and owner is contacted                                    | 2                 |
| <b><u>NO CHANGE IN THE NUMBER OF ACCIDENTS (NET)</u></b>                     | <b><u>2%</u></b>  |
| Can't recall                                                                 | 11%               |
| <b><u>POSITIVE</u></b>                                                       | <b><u>34%</u></b> |
| <b><u>SAFETY IMPROVEMENTS (NET)</u></b>                                      | <b><u>19%</u></b> |
| It's working-has reduced violations, accidents, violators are getting caught | 18                |
| Has made the roads safer                                                     | 1                 |
| <b><u>SUPPORT OF IT (NET)</u></b>                                            | <b><u>13%</u></b> |
| City government is trying to justify it's use planning to use it             | 7                 |
| Other cities want to start using it                                          | 3                 |
| People support it                                                            | 2                 |

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Respondents were also read a list of five different venues where advertising or other publicity about photo radar and red light cameras have been pursued in the past year.

Of the five different venues, it is clear that Scottsdale drivers are reached primarily by the radio traffic reports. Two-thirds of respondents recall hearing about photo radar and red light cameras on radio traffic reports.

Not quite two of ten recall seeing flyers sent with water bills.

About one of ten each cite posters/information cards or during movie theater pre-film advertising. Only seven percent recall demonstrations by the Scottsdale Police Department.

"Do you recall seeing or hearing about photo radar and red light cameras?"

	<u>YES</u>	<u>NO</u>	<u>UNSURE</u>
On radio traffic reports	65	33	2
In flyers sent with water bills	16	78	6
In posters or information cards	13	82	5
During movie theater's pre-film advertising	9	89	2
At demonstrations by the Scottsdale Police	7	91	2

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Some differences are evident in recall of these venues with regard to age and gender of drivers.

Men are more likely than women to have seen or heard about photo radar and red light cameras on radio traffic reports. Also, younger drivers are more likely than older drivers to have heard about the program on radio traffic reports (this may be due, at least in part, to more time spent driving by younger people.)

Flyers sent with water bills are cited as a source of information by older drivers. Also, those aware of the Focus on Safety program are twice as likely to recall the flyers as those who heard of the program for the first time during the survey.

Also, generating higher recall levels among those aware of the Focus on Safety program are posters/information cards and movie theater pre-film advertising.

Demonstrations by the Scottsdale Police Department were cited more so by older drivers.

% WHO HAVE SEEN OR HEARD ABOUT PHOTO  
RADAR AND RED LIGHT CAMERAS

|                        | <u>On Radio<br/>Traffic<br/>Reports</u> | <u>In Flyers<br/>Sent with<br/>Water<br/>Bills</u> | <u>In Posters or<br/>Information<br/>Cards</u> | <u>During Movie<br/>Theater's<br/>Pre-Film<br/>Advertising</u> | <u>At Demonstra-<br/>tions by the<br/>Scottsdale<br/>Police</u> |
|------------------------|-----------------------------------------|----------------------------------------------------|------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------------------|
| <u>TOTAL</u>           | 65%                                     | 16%                                                | 13%                                            | 9%                                                             | 7%                                                              |
| <u>GENDER</u>          |                                         |                                                    |                                                |                                                                |                                                                 |
| Male                   | 70                                      | 14                                                 | 12                                             | 10                                                             | 8                                                               |
| Female                 | 59                                      | 17                                                 | 14                                             | 8                                                              | 6                                                               |
| <u>AGE</u>             |                                         |                                                    |                                                |                                                                |                                                                 |
| 18 to 24               | 72                                      | 0                                                  | 12                                             | 8                                                              | 0                                                               |
| 18 to 34               | 73                                      | 4                                                  | 10                                             | 10                                                             | 4                                                               |
| 35 to 54               | 69                                      | 15                                                 | 16                                             | 8                                                              | 6                                                               |
| 55 and over            | 53                                      | 24                                                 | 12                                             | 10                                                             | 10                                                              |
| <u>FOCUS ON SAFETY</u> |                                         |                                                    |                                                |                                                                |                                                                 |
| Aware                  | 69                                      | 25                                                 | 24                                             | 21                                                             | 7                                                               |
| First time heard of    | 64                                      | 12                                                 | 10                                             | 5                                                              | 7                                                               |

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Further, Scottsdale drivers were asked about other venues where they had seen or heard about photo radar and red light cameras.

Four of ten indicate they have seen news reports on television. Two of ten each have heard news reports on the radio or seen stories in newspapers.

One of ten each cite street signs or traffic lights or editorials in newspapers.

Two of ten report not seeing or hearing about photo radar or red light cameras from other sources.

"Where else have you seen or heard about photo radar and red light cameras?"

News on T.V.	39%
Stories in newspapers	21
News on radio	20
Street signs/traffic lights	11
Editorials in newspapers	10
Friends, relatives	5
Other	4
None	21

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After the questions addressing the issues of awareness, drivers were asked if their views of photo radar and red light cameras had changed.

Half indicate they are more supportive of the program. Only two of ten report they are less supportive. About one-quarter said they feel no different and four percent were unsure.

*"Based on what you just mentioned you saw or heard, are you more supportive, less supportive or feel no different about photo radar and red light cameras?"*

|                 |     |
|-----------------|-----|
| More supportive | 51% |
| Less supportive | 18  |
| No different    | 27  |
| Not sure        | 4   |

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A review of these data for driver segments reveals that women and older drivers are notably more likely than men and younger drivers to have become more supportive of the program.

	<u>MORE SUPPORTIVE</u>	<u>LESS SUPPORTIVE</u>	<u>NO DIFFERENT</u>
<u>TOTAL</u>	51%	18%	27%
<u>GENDER</u>			
Male	40	24	32
Female	63	12	21
<u>AGE</u>			
18 to 24	32	16	52
18 to 34	30	25	39
35 to 54	54	17	26
55 and over	63	16	16

Note: Table reads across

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### IMPACT OF THE PROGRAM

Scottsdale drivers were asked about the impact of the program on a series of specific dimensions.

One-third feel the program has "done a great deal" to *reduce the number of people who run red lights*.

More than one-quarter believe the program has "done a great deal" to *cut down on speeding in the city and improve traffic safety in Scottsdale*.

On each of the three dimensions noted above, almost two-thirds believe the program has "done a great deal" or "some" to improve conditions.

Two of ten feel the program has "done a great deal" to *slow down traffic in general and reduce the number of collisions*. On these dimensions, more than half think the program has "done a great deal" or "some" to improve conditions.

Scottsdale drivers are notably less likely to believe that the program has *saved taxpayer dollars or prevented insurance rates from increasing*; only one of ten indicating "done a great deal." More than four of ten report they are unsure of the impact of the program on these dimensions.

*"Photo radar and red light cameras are now operating in Scottsdale. Do you think the program has done a great deal, some or only a little to..."*

|                                               | <u>A GREAT<br/>DEAL</u> | <u>SOME</u> | <u>ONLY A<br/>LITTLE</u> | <u>UNSURE</u> |
|-----------------------------------------------|-------------------------|-------------|--------------------------|---------------|
| Reduce number of people who<br>run red lights | 34%                     | 30%         | 20%                      | 16%           |
| Cut down on speeding in city                  | 27                      | 36          | 26                       | 11            |
| Improve traffic safety in<br>Scottsdale       | 26                      | 36          | 23                       | 15            |
| Reduce the number of collisions               | 22                      | 32          | 23                       | 24            |
| Slow down traffic in general                  | 20                      | 36          | 31                       | 13            |
| Save tax payer dollars                        | 11                      | 19          | 26                       | 44            |
| Prevent insurance rates from<br>increasing    | 11                      | 15          | 31                       | 43            |

Note: Table reads across

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A review of these data among the different age segments reveals the views of the youngest segment (18-24 years old) are comparable to the average on all but *improve traffic safety in Scottsdale*, where they are notably less likely to feel the program has "done a great deal."

Scottsdale drivers aged 55 and over are most likely to report that the program has "done a great deal" to *improve traffic safety in Scottsdale*; and least likely to feel that the program has "done a great deal" to *slow down traffic in general*.

	<u>% FEEL PROGRAM HAS DONE A GREAT DEAL</u>				
	<u>Total</u>	<u>18 to 24</u>	<u>18 to 34</u>	<u>35 to 54</u>	<u>55 and over</u>
Reduce the number of people who run red lights	34%	31%	39%	32%	32%
Cut down on speeding in the city	27	22	27	25	30
Improve traffic safety in Scottsdale	26	14	17	24	37
Reduce the number of collisions	22	17	22	20	25
Slow down traffic in general	20	22	24	21	14
Save taxpayer dollars	11	8	10	10	13
Prevent insurance rates from increasing	11	8	10	11	12

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Drivers were also asked to compare their current driving habits with those before photo radar was operating in Scottsdale and compared to driving habits when in neighboring cities that do not have photo radar.

Scottsdale drivers are evenly divided on these questions. In each case, about half indicate they are more careful and half indicate they are not more careful/it makes no difference.

In both situations, it is the younger drivers (under 35 years of age) more so than older drivers, who report they are more careful.

*"Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than when you are driving in cities that do not have photo radar?"*

|               | <u>MORE<br/>CAREFUL</u> | <u>NOT MORE<br/>CAREFUL/NO<br/>DIFFERENCE</u> | <u>UNSURE</u> |
|---------------|-------------------------|-----------------------------------------------|---------------|
| <u>TOTAL</u>  | 47%                     | 52%                                           | 1%            |
| <u>GENDER</u> |                         |                                               |               |
| Male          | 45                      | 55                                            | 0             |
| Female        | 49                      | 49                                            | 2             |
| <u>AGE</u>    |                         |                                               |               |
| 18 to 24      | 58                      | 42                                            | 0             |
| 18 to 34      | 60                      | 40                                            | 0             |
| 35 to 54      | 43                      | 56                                            | 1             |
| 55 and over   | 41                      | 57                                            | 2             |

Note: Table reads across

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"Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than you were before photo radar was operating there?"

	<u>MORE CAREFUL</u>	<u>NOT MORE CAREFUL/NO DIFFERENCE</u>	<u>UNSURE</u>
<u>TOTAL</u>	50%	49%	1%
<u>GENDER</u>			
Male	48	52	0
Female	52	46	2
<u>AGE</u>			
18 to 24	58	39	3
18 to 34	57	42	1
35 to 54	51	47	2
55 and over	43	56	1

Note: Table reads across

OPINIONS OF THE PROGRAM

Two-thirds of Scottsdale drivers indicate they support the use of photo radar and red light cameras. Nearly one-quarter are opposed and twelve percent are unsure.

Women, more so than men, and older drivers, more so than younger, support the program. Three of ten men and one-third of those under the age of 35 are opposed to the program.

"In general, do you support or oppose the use of photo radar and red light cameras?"

	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>NOT SURE</u>
<u>TOTAL</u>	65%	23%	12%
<u>GENDER</u>			
Male	59	31	10
Female	70	16	14
<u>AGE</u>			
18 to 24	58	33	8
18 to 34	55	33	12
35 to 54	66	20	14
55 and over	70	21	9

Note: Table reads across

These results compare very favorably with results of a survey conducted in May, 1996, prior to installation of the program. At that time, 55 percent of Scottsdale drivers supported the program; 39 percent were opposed and six percent unsure.

Respondents were also asked for their perception of how other Scottsdale drivers feel about the program.

It is interesting that while two-thirds indicate they, themselves, support the program, only two of ten feel that the "majority supports it." More than one-third believe other Scottsdale drivers are evenly divided between supporters and opponents. And, three of ten believe that the majority of Scottsdale drivers "oppose the program." Thirteen percent are unsure.

"Thinking about other Scottsdale drivers, which of the following best describes how you think they feel?"

Almost everyone supports it.	1%
Majority supports it.	20
Evenly divided between supporters and opposers.	36
Majority oppose it.	25
Almost everyone opposes it.	5
Not sure.	13

A review of these data by gender and age reveals some difference in that younger drivers are less likely than average to feel that the "majority supports it" and more likely than average to feel the "majority opposes it."

	<u>ALMOST EVERYONE/ MAJORITY SUPPORTS IT</u>	<u>EVENLY DIVIDED BETWEEN SUPPORTERS AND OPPONENTS</u>	<u>MAJORITY/ALMOST EVERYONE OPPOSES IT</u>	<u>UNSURE</u>
<u>TOTAL</u>	22%	36%	29%	13%
<u>GENDER</u>				
Male	22	34	35	9
Female	21	37	25	17
<u>AGE</u>				
18 to 24	14	42	44	0
18 to 34	17	40	34	9
35 to 54	21	40	28	11
55 and over	26	26	28	20

Note: Table reads across

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Those with an opinion regarding other Scottsdale driver's support or opposition to the program were asked to explain their reasons why they felt the way they did.

Those who feel the program is supported by the majority cite safety issues and knowing people who support it. Nearly four of ten believe it will make roads safer and reduce accidents. Ten percent suggest it makes people stop and think before driving. Seven percent report it has cut back on speeders. Three of ten say they know people who support it. One of ten opine that the program wouldn't be in use if there wasn't majority support. Seven percent say they have read or seen stories in support of the program. Six percent simply say, "I support it."

Those who feel other Scottsdale drivers are evenly divided on the program offer as their primary reason that they have heard both pro and con arguments about the program; mentioned by half. Nearly two of ten indicate they know people or groups who are opposed to the program. One of ten feel it will not solve the problem; that people will drive any way they want.

Those who feel the program is opposed by the majority of Scottsdale drivers cite the lack of support; the program being unfair and the failure of the program to solve problems. Half indicate there is a lack of support for the program; attributed by one-third to their personally knowing people who are opposed. One of ten indicate that people complain when they're caught; they don't want to be ticketed. Two of ten feel the program is unfair; 15 percent indicating it is entrapment and violates their rights or privacy. Six percent say it is unfair or inaccurate. Fifteen percent feel it will not solve problems. Eight percent object on the basis of the program not being cost-effective.

|                                                       | <u>ALMOST<br/>EVERYONE/<br/>MAJORITY<br/>SUPPORTS IT</u> | <u>EVENLY DIVIDED<br/>BETWEEN<br/>SUPPORTERS<br/>AND<br/>OPPONENTS</u> | <u>MAJORITY/<br/>ALMOST<br/>EVERYONE<br/>OPPOSES IT</u> |
|-------------------------------------------------------|----------------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------------|
| <u>SUPPORT FOR IT (NET)</u>                           | <u>48%</u>                                               | <u>6%</u>                                                              | <u>0%</u>                                               |
| Know people who support it                            | 29                                                       | 2                                                                      | 0                                                       |
| Wouldn't be in use if there wasn't majority support   | 11                                                       | 3                                                                      | 0                                                       |
| I support it                                          | 6                                                        | 0                                                                      | 0                                                       |
| Have read or seen stories in support of it            | 7                                                        | 1                                                                      | 0                                                       |
| <u>SAFETY ISSUES (NET)</u>                            | <u>50%</u>                                               | <u>7%</u>                                                              | <u>0</u>                                                |
| Will make roads safe, reduces accidents               | 37                                                       | 3                                                                      | 0                                                       |
| Makes people stop and think before driving            | 10                                                       | 4                                                                      | 0                                                       |
| Has cut back on speeders-makes people drive slow      | 7                                                        | 1                                                                      | 0                                                       |
| Will cut back on people running red lights            | 3                                                        | 0                                                                      | 0                                                       |
| <u>LACK OF SUPPORT (NET)</u>                          | <u>0</u>                                                 | <u>17%</u>                                                             | <u>52%</u>                                              |
| People I know are against it                          | 0                                                        | 7                                                                      | 30                                                      |
| There are groups against it                           | 0                                                        | 3                                                                      | 5                                                       |
| Have seen or heard news reports against it            | 0                                                        | 1                                                                      | 5                                                       |
| People complain when caught-don't want to be ticketed | 0                                                        | 5                                                                      | 11                                                      |
| I'm against it                                        | 0                                                        | 0                                                                      | 3                                                       |
| <u>NOT COST EFFECTIVE (NET)</u>                       | <u>0</u>                                                 | <u>1%</u>                                                              | <u>8%</u>                                               |
| Equipment is expensive/overpriced                     | 0                                                        | 1                                                                      | 2                                                       |
| Waste of tax dollars                                  | 0                                                        | 0                                                                      | 2                                                       |
| Money-making scheme                                   | 0                                                        | 1                                                                      | 2                                                       |
| <u>WILL NOT SOLVE PROBLEMS (NET)</u>                  | <u>0</u>                                                 | <u>9%</u>                                                              | <u>15%</u>                                              |
| Will not solve problems                               | 0                                                        | 1                                                                      | 2                                                       |
| People will drive anyway they want                    | 0                                                        | 7                                                                      | 12                                                      |
| <u>IT'S UNFAIR (NET)</u>                              | <u>0</u>                                                 | <u>5%</u>                                                              | <u>22%</u>                                              |
| Entrapment-violates our rights/privacy                | 0                                                        | 3                                                                      | 15                                                      |
| Not fair/inaccurate                                   | 0                                                        | 3                                                                      | 6                                                       |
| <u>LAW ENFORCEMENT (NET)</u>                          | <u>0</u>                                                 | <u>1%</u>                                                              | <u>5%</u>                                               |
| It's the police's job-not cameras                     | 0                                                        | 1                                                                      | 4                                                       |
| <u>PRO &amp; CON (NET)</u>                            | <u>0</u>                                                 | <u>53%</u>                                                             | <u>0</u>                                                |
| Have heard pro and con arguments                      | 0                                                        | 53                                                                     | 0                                                       |
| Need more information                                 | 0                                                        | 2                                                                      | 0                                                       |
| Don't know                                            | 2                                                        | 7                                                                      | 2                                                       |

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Survey respondents were then provided information gleaned from studies conducted by the City of Scottsdale. After learning that collisions are down by 4% citywide and 20% where photo radar and red light cameras are in use, seven of ten indicate a more favorable opinion towards the use of photo radar and red light cameras. Thirteen percent are less favorable. Eleven percent report no change in their attitude and five percent are unsure.

*"As you may know, studies by the city of Scottsdale show that collisions are down by 4% citywide and 20% where photo radar or red light cameras are in use. In light of this, are you more favorable towards the use of photo radar and red light cameras?"*

|                |    |
|----------------|----|
| More favorable | 71 |
| Less favorable | 13 |
| Unsure         | 5  |
| No difference  | 11 |

~~~~~

Women, more so than men, report becoming more favorable. Eight of ten women are more favorable compared with about six of ten men. Results among the different age groups are quite comparable.

	<u>MORE FAVORABLE</u>	<u>LESS FAVORABLE</u>	<u>UNSURE</u>	<u>No DIFFERENCE</u>
<u>TOTAL</u>	71%	13%	5%	11%
<u>GENDER</u>				
Male	63	18	6	13
Female	79	8	4	9
<u>AGE</u>				
18 to 24	69	14	3	14
18 to 34	66	17	5	12
35 to 54	73	12	4	11
55 and over	74	11	5	10

Note: Table reads across.

~~~~~

Early in the questionnaire, respondents were asked if they supported or opposed the program. Toward the end of the questionnaire, they were again asked this question, but asked to consider their position in light of information on statistics about program impact. As can be seen below, significant numbers of those who were initially opposed or unsure became more favorably inclined toward the program. These findings support a need to continue to build public awareness of the program benefits, particularly since the study also shows that the public is more aware of negative stories than positive ones.

Further, as shown below, those who supported the program before, continue to support the program. Of those who were opposed, 22 percent became more favorable. Of those unsure, half became more favorable.

|                | INITIAL OPINION |               |               |
|----------------|-----------------|---------------|---------------|
|                | <u>Support</u>  | <u>Oppose</u> | <u>Unsure</u> |
| More favorable | 93%             | 22%           | 51%           |
| Less favorable | 2               | 49            | 4             |
| Unsure         | *               | 7             | 24            |
| No difference  | 5               | 22            | 20            |

\* Indicates percent less than 0.5

Survey respondents were then advised that 35 percent of collisions are due to speeding and six percent to the running of red lights. They were then asked how they felt about photo radar and how they felt about red light cameras.

More than three-quarters are more favorable towards red light cameras; twelve percent less favorable. Seven of ten more favorable towards photo radar; two of ten less favorable.

*"Statistics show that, 35% of collisions are due to speeding and 6% of collisions are due to the running of red lights. In light of this, are you more favorable or less favorable towards..."*

|                   | <u>MORE</u> | <u>LESS</u> | <u>NO</u>     |               |
|-------------------|-------------|-------------|---------------|---------------|
|                   |             |             | <u>CHANGE</u> | <u>UNSURE</u> |
| Photo radar       | 70%         | 18%         | 2%            | 10%           |
| Red light cameras | 77          | 12          | 3             | 8             |

Note: Table reads across

A review of opinions on these two questions also reveals that among drivers who initially supported the programs, nine of ten have become even more favorable towards both photo radar and red light cameras.

Among those initially opposed, two of ten have become more favorable towards photo radar and nearly four of ten have become more favorable towards red light cameras.

Among those initially unsure, half have become more favorable towards photo radar while only two of ten have become less favorable. Seven of ten have become more supportive of red light cameras versus only four percent less favorable.

|                          | INITIAL OPINION |               |               |
|--------------------------|-----------------|---------------|---------------|
|                          | <u>Support</u>  | <u>Oppose</u> | <u>Unsure</u> |
| <u>PHOTO RADAR</u>       |                 |               |               |
| More favorable           | 92%             | 22%           | 47%           |
| Less favorable           | 3               | 57            | 22            |
| Unsure                   | 1               | 1             | 10            |
| No difference            | 4               | 20            | 21            |
| <u>RED LIGHT CAMERAS</u> |                 |               |               |
| More favorable           | 93%             | 36%           | 71%           |
| Less favorable           | 2               | 43            | 4             |
| Unsure                   | 2               | 4             | 12            |
| No difference            | 3               | 17            | 12            |

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Then, as an overall measure of support or opposition, Scottsdale drivers were asked if they support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale.

Three-quarters support the program. Two of ten oppose it. Five percent are unsure.

*"Considering everything we've talked about, do you support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale?"*

|          |     |
|----------|-----|
| Support  | 75% |
| Oppose   | 20  |
| Not sure | 5   |

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A review among the subgroups shows women more supportive than men; eight of ten women supporting the program compared to seven of ten men. And, as we have seen earlier, younger drivers (under the age of 35) are less likely to support the program than are older drivers.

|               | <u>SUPPORT</u> | <u>OPPOSE</u> | <u>NOT SURE</u> |
|---------------|----------------|---------------|-----------------|
| <u>TOTAL</u>  | 75%            | 20%           | 5%              |
| <u>GENDER</u> |                |               |                 |
| Male          | 70             | 26            | 4               |
| Female        | 81             | 13            | 6               |
| <u>AGE</u>    |                |               |                 |
| 18 to 24      | 62             | 32            | 6               |
| 18 to 34      | 68             | 28            | 4               |
| 35 to 54      | 78             | 17            | 5               |
| 55 and over   | 79             | 16            | 5               |

Note: Table reads across.

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Those who supported the program prior to any citing of program impacts remain supportive. Of those who were opposed, 14 percent became supporters. Of those unsure, about half became supporters and only 14 percent became opposed. One-third remained unsure.

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 INITIAL OPINION
 

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| <u>Opinion Considering<br/>Everything Discussed</u> | <u>Support</u> | <u>Oppose</u> | <u>Unsure</u> |
|-----------------------------------------------------|----------------|---------------|---------------|
| Support                                             | 99%            | 14%           | 53%           |
| Oppose                                              | *              | 84            | 14            |
| Unsure                                              | 1              | 2             | 33            |

\*Indicates percent less than 0.5.

-----

Nearly seven of ten Scottsdale drivers feel that photo radar and red light cameras should be used in more locations around the city; one-third feel strongly that the program should be expanded. Three of ten are opposed, thirteen percent strongly opposed, and two percent unsure.

*"Do you strongly agree, agree, disagree or strongly disagree that photo radar or red light cameras should be used in more locations around the city?"*

|                   |     |
|-------------------|-----|
| Strongly agree    | 34% |
| Agree             | 34  |
| Disagree          | 16  |
| Strongly disagree | 13  |
| Unsure            | 2   |

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Consistent with the above:

- M Women are more likely than men to support expansion of the program;
- M Younger drivers are notably less likely to support expansion of the program than are older drivers.

|               | <u>STRONGLY<br/>AGREE</u> | <u>STRONGLY<br/>AGREE/AGREE</u> | <u>DISAGREE/<br/>STRONGLY AGREE</u> | <u>STRONGLY<br/>DISAGREE</u> |
|---------------|---------------------------|---------------------------------|-------------------------------------|------------------------------|
| <u>TOTAL</u>  | 34%                       | 68%                             | 29%                                 | 13%                          |
| <u>GENDER</u> |                           |                                 |                                     |                              |
| Male          | 30                        | 62                              | 35                                  | 18                           |
| Female        | 39                        | 74                              | 23                                  | 7                            |
| <u>AGE</u>    |                           |                                 |                                     |                              |
| 18 to 24      | 17                        | 50                              | 50                                  | 28                           |
| 18 to 34      | 18                        | 57                              | 42                                  | 22                           |
| 35 to 54      | 36                        | 73                              | 24                                  | 7                            |
| 55 and over   | 46                        | 71                              | 25                                  | 13                           |

Note: Table reads across

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### PERSONAL EXPERIENCE WITH THE PROGRAM

Eight percent of Scottsdale drivers report they received a citation for speeding in Scottsdale in the past year.

Younger drivers were significantly more likely to have received speeding tickets than older drivers; thus, explaining at least in part, their lower level of support for the program.

*"In the past year, have you personally received a citation for speeding in Scottsdale?"*

|               | <u>YES</u> | <u>NO</u> |
|---------------|------------|-----------|
| <u>TOTAL</u>  | 8%         | 92%       |
| <u>GENDER</u> |            |           |
| Male          | 7          | 93        |
| Female        | 9          | 91        |
| <u>AGE</u>    |            |           |
| Under 18      | 22         | 78        |
| 18 to 34      | 13         | 87        |
| 35 to 54      | 7          | 93        |
| 55 and over   | 5          | 95        |

Note: Table reads across.

-----

Three-quarters report the tickets were based on photo radar; one-quarter were given the ticket by a police officer.

*"Was the ticket you received based on photo radar or was the ticket given directly to you by a police officer?"*

|                |     |
|----------------|-----|
| Photo radar    | 76% |
| Police officer | 24  |

~~~~~

Six of ten who received a speeding ticket agreed that they have become more attentive drivers as a result of receiving the ticket.

"Would you agree or disagree that as a result of that ticket you have become a more attentive driver?"

Agree	59%
Disagree	35
Unsure	6

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One percent of Scottsdale drivers report receiving a citation for running a red light in the past year.

Six of ten report the ticket was based on a red light camera.

Four of ten agree they have become more attentive drivers; four of ten disagree and two of ten are unsure.

*"In the past year, have you personally received a citation for running a red light in Scottsdale?"*

|     |    |
|-----|----|
| Yes | 1% |
| No  | 99 |

~~~~~

"Was the ticket you received based on a red light camera or was the ticket given directly to you by a police officer?"

Red light camera	60%
Police officer	40

~~~~~

*"Would you agree or disagree that as a result of that ticket you have become a more attentive driver?"*

|          |     |
|----------|-----|
| Agree    | 40% |
| Disagree | 40  |
| Unsure   | 20  |

~~~~~

More than two of ten Scottsdale drivers report they or someone they know has been in a car crash in the past 12 months.

The likelihood of being in a crash or knowing someone who was, is significantly above average among those aged 18 to 24 and above average among the 18 to 34 group. The incidence of car crashes among those aged 55 and over is below average.

Nearly half indicate they have become more attentive drivers as a result of the crash; but more than four of ten say it has made no difference.

"Have you, or anyone you know been in a car crash in the past 12 months?"

Yes	22%
No	77
Unsure	1

~~~~~

|              | <u>% YES</u> |
|--------------|--------------|
| <u>TOTAL</u> | 22%          |
| <u>AGE</u>   |              |
| 18 to 24     | 47           |
| 18 to 34     | 33           |
| 35 to 54     | 23           |
| 55 and over  | 13           |

~~~~~

"Would you agree or disagree that as a result of that crash, you have become a more attentive driver?"

Agree	47%
Disagree	43
Unsure	10

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**APPENDIX**

DETAILED TABLES

QUESTIONNAIRE